

2017 ANNUAL CONFERENCE on CITIZENSHIP

OCTOBER 19-20, 2017 | WASHINGTON, DC



STRENGTHENING CIVIC LIFE IN AMERICA



National Conference on Citizenship
Connecting People. Strengthening Our Country.

WELCOME TO THE 2017 ANNUAL CONFERENCE ON CITIZENSHIP



On behalf of Chairman Garrett Graff and the National Conference on Citizenship Board of Directors, welcome and thank you for taking time from your busy schedules to participate. This is a working convening, a time for us to learn from each other and to Strengthen Civic Life in America. We stand on the shoulders of thousands of individuals who have been dedicated to this cause long term as we honor our nation while giving thought to our individual and collective responsibility as citizens.

History

The National Conference on Citizenship (NCoC) was established in 1946 and chartered by Congress in 1953 to harness the patriotic energy and civic involvement surrounding World War II. In 2009, Congress named NCoC in the Edward M. Kennedy Serve America Act, once again memorializing its important role. This legislation codified and expanded the Civic Health Initiative and its key component, the Civic Health Index™ in partnership with the Corporation for National and Community Service resulting in the nation's largest and most definitive measure of civic engagement.

Our Work

NCoC pursues its mission of Strengthening Civic Life in America through a nationwide network of partners involved in the Civic Health Initiative, cross-sector conferences, and year-round engagement with a broad spectrum of individuals and organizations interested in utilizing civic engagement principles and practices to enhance their work. At the core of our efforts is a belief that every person has the ability to help their community and country thrive.

Communities with strong indicators of civic health as measured by the Civic Health Index™ have higher employment rates, stronger schools, better physical health, and more responsive governments. Civic Health Index™ partnerships have changed the way governments go about their work, reintroduced civics to our classrooms, redirected investments, influenced national and local conversations, and bolstered a network of civic leaders across the country.

NCoC's Civic Health Initiative – the foundation for this conference - is designed to support increasingly engaged, resilient communities.

Working Definitions

CIVIC LIFE: For an individual, a life in which civic engagement has an important place. For a community, the acts of civic engagement and associated norms and values of its members.

CIVIC HEALTH: The manner in which communities organize to define and address public problems.

CIVIC RENEWAL: A process that leads to better social outcomes. CIVIC HEALTH is a measure of that process.

CIVIC HEALTH INDEX™: A measurement of CIVIC HEALTH in regions or populations as defined by partners.

In the **CIVIC HEALTH INITIATIVE**, stakeholders in a community engage to set a vision and proceed collectively to remove the hindrances to achieving that vision; and build the community infrastructure to achieve the vision and sustain the work.

STRENGTHENING CIVIC LIFE TO IMPROVE CIVIC HEALTH IS OUR GOAL.

2017 HONOREES



Franklin Award Presented to Robert L. Gordon III, President, Be the Change, Inc.

Robert Gordon is President of Be the Change, Inc. and a member of the organization's Executive Board. Be the Change, Inc. is a social impact organization that creates and manages national issue-based campaigns, such as ServiceNation, Opportunity Nation, and Got Your 6, to drive broad cross-sector coalitions to scale positive social change in American society. In 2010, Gordon was appointed in the Obama Administration as the Deputy Under Secretary of Defense for Military Community and Family Policy. During his tenure, he spearheaded the creation of the department's Military Spouse Employment Partnership, an initiative boasting more than 200 "Fortune 500+" employment partners. For his service he was awarded the Secretary of Defense Medal for Outstanding Public Service. Before joining the Obama Administration, Gordon was the Senior Vice President and Chief People and Program Officer at City Year. He is a Colonel U.S. Army, retired, and completed a 26 year career in the U.S. Army, serving as an artillery officer, aide-de-camp to General Colin Powell, and head of American Politics at the U.S. Military Academy at West Point. As a White House Fellow from 1992-93, Gordon served in the Bush Administration as the Special Assistant to the Secretary of Veterans Affairs and in the Clinton Administration as the Director of Special Operations, Office of National Service.



George A. Smith HOOAH Award Presented to Eli Williamson, Co-Founder and Board President, Leave No Veteran Behind

Eli Williamson is the co-founder of Leave No Veteran Behind, a non-profit focused on employment opportunities for veterans. As the Executive Director of Leave No Veteran Behind, Williamson implemented debt relief and transitional employment programs, skills training, and community service opportunities for veterans transitioning from military to civilian life. He was also the former Director of Veterans Programs for the Robert R. McCormick Foundation where he led the Foundation's place-based grant making in support of Illinois Veterans. As the Director he led efforts to improve veteran outcomes in the areas of employment, behavioral health, and navigation of services. Prior to 2009, Williamson served in both Iraq and Afghanistan as a non-commissioned officer in the U.S. Army, a member of Psychological Operations (PSYOP), and as an Arabic linguist working on outreach to foreign civilian communities supporting special operations forces. Before leaving the Army, Williamson served as a retention officer, providing career counseling and transition support to soldiers leaving the military.



Joseph H. Kanter Citizen of the Year Award Presented to Robert D. Putnam, Peter and Isabel Malkin Professor of Public Policy, Harvard University

Robert D. Putnam is the Peter and Isabel Malkin Professor of Public Policy at Harvard University. He is a member of the National Academy of Sciences, a Fellow of the British Academy, and past president of the American Political Science Association. In 2006, Putnam received the Skytte Prize, the world's highest accolade for a political scientist, and in 2012, he received the National Humanities Medal, the nation's highest honor for contributions to the humanities. Notable publications include *Making Democracy Work* and *Bowling Alone: The Collapse and Revival of American Community*, both among the most cited (and bestselling) social science works in the last half century. His most recent book, *Our Kids: The American Dream in Crisis*, a New York Times bestseller, chronicles the growing gap in opportunity for American youth. Putnam is now working on a major empirical project about 20th century economic, social, and political trends and the implications for American culture.

PROGRAM AGENDA



Thursday, October 19, 2017

Registration Open 5:00 PM

Opening Remarks 6:00 PM

- **Garrett Graff**, Chairman, National Conference on Citizenship

Dinner and Awards Presentation 6:15 PM

Franklin Award

The National Conference on Citizenship shares Ben Franklin's belief that "to provide benefits for the common good is divine." In his name, the Franklin Award is given annually to an outstanding individual whose federal service and beyond have worked to strengthen citizenship in America.

- **Presenter: Sally T. Prouty**, Interim CEO, National Conference on Citizenship
- **Recipient: Robert L. Gordon III**, President, Be the Change, Inc.

Major George A. Smith HOOAH Award

The Major George A. Smith HOOAH Award recognizes a notable veteran who defines their citizenship through service to our country in uniform and beyond.

- **Presenter: Michael Weiser**, Chairman Emeritus, National Conference on Citizenship
- **Recipient: Eli Williamson**, Co-Founder and Board President, Leave No Veteran Behind

Exploring Civic Learning as a Pathway to Equity and Opportunity 7:00 PM

A collaboration between the National Conference on Citizenship (NCoC) and Philanthropy for Active Civic Engagement (PACE)

This salon discussion, led by NCoC and PACE, explores civic learning as a tool to equip communities in addressing the challenges and divisions they face. Join us to discuss how we can begin to reclaim civics during this divisive time, enable communities to build an inclusive foundation of committed changemakers, and embrace the civic learning of our young people as part of a solutions-oriented approach to addressing the issues facing our country.

Learnings from this session will be released as a brief, co-authored by PACE and NCoC, outlining key recommendations which will spark further discussion and inform a working session to be held in early 2018. Attendees are invited to respond to the dialogue via blogs, op-eds, and other forums.

Objectives:

- Advance dialogue and explore the potential of civic learning as a pathway to equity and opportunity, by equipping young people to be a part of building the solutions to tackle their communities' challenges
- Generate conversations and learnings about the power of civic learning to address societal inequities, improve community outcomes, and find a place for everyone in the civic experience
- Identify tangible ways philanthropy and other leaders can support and invest in civic learning as a mechanism to influence equity and opportunity outcomes

Panel Presentation 7:00 PM

- **Moderator: Kristen Cambell**, Executive Director, Philanthropy for Active Civic Engagement
- **Student Speaker: Maya Branch**, Alum and Student, Mikva Challenge DC and Temple University
- **Panelists: Rebecca Burgess**, Program Manager, American Enterprise Institute's Program on American Citizenship; **Decker Ngongang**, Fellow, Philanthropy for Active Civic Engagement; **Verdis Robinson**, National Director, The Democracy Commitment; **Robert Sainz**, Assistant General Manager in charge of operations including the Economic and Workforce Development Department, City of Los Angeles

Audience Q & A and Framing of Discussion 7:45 PM

Facilitated Roundtable Discussions 8:05 PM

Closing Summary Remarks 8:20 PM

- **Maya Branch**, Alum and Student, Mikva Challenge DC and Temple University
- **Keesha Gaskins-Nathan**, Director for the Democratic Practice – United States Program at the Rockefeller Brothers Fund

Thank you to the following partners who gave input to this session: American Democracy Project, Campaign for the Civic Mission of Schools, Campus Compact, Center for Law and Social Policy, Center on Democracy and Citizenship (Augsburg College), Civic Nation, The Democracy Commitment, iCivics, the Jack Miller Center, National Constitution Center, National Issues Forum Institute, the Ogdon Collaborative, Ronald Reagan Presidential Foundation and Institute, and Tufts University's Tisch College of Civic Life.

Concluding Remarks and Overview of Friday's Sessions 8:30 PM

PROGRAM AGENDA

Friday, October 20, 2017

Continental Breakfast 7:00 AM

Welcome and Overview 8:00 AM

- **Sally T. Prouty**, Interim CEO, National Conference on Citizenship

Keynote Address 8:15 AM

Dreamland: The True Tale of America's Opiate Epidemic

- **Sam Quinones**, a journalist, former LA Times reporter, storyteller, and author of three acclaimed books of narrative nonfiction including *Dreamland: The True Tale of America's Opiate Epidemic*

Opiate addiction has devastated hundreds of cities, small towns, and suburbs across America. Dreamland is the riveting story of how that happened. Named after a sprawling swimming pool in a blue-collar town of Portsmouth, Ohio, Dreamland is the story of colliding interests and unwitting victims, and the corrosion of a once-thriving community. Sam Quinones chronicles the story of life in Portsmouth—a reflection of many other American communities—from devastation to the beginning steps toward recovery. And at the end of a multi-year research effort, he has come to believe that the “antidote to heroin is community.”

Dreamland Response 9:00 AM

A panel responds to Mr. Quinones' presentation by providing positive examples of actions that are being taken to repair the civic fabric of communities.

- **Moderator: Margaret Talbot**, Staff Writer, The New Yorker, author of *The Addicts Next Door*
- **Panelists: Deidra Lewis-Robertson**, Director of Operation H.O.P.E. (Helping Our Pupils Excel), Community Renewal International; **Mary Hyde**, Director of Research and Evaluation, Corporation for National and Community Service; **William Muse**, President Emeritus, National Issues Forums Institute; **Sam Quinones**, author of *Dreamland: The True Tale of America's Opiate Epidemic*

Reflective Breakout Sessions 10:15 AM

(Room assignments are indicated on the back of your name badge.)

What steps will be required if we are to assume individual and collective responsibility for strengthening civic life in America with the goal of aiding communities in responding effectively to the challenges they face - including the opiate epidemic? Participants will reflect on previous sessions and share ideas regarding individual and collective action steps that will be required.

Networking Expo 11:15 AM

Lunch 11:45 AM

2017 Joseph H. Kanter Citizen of the Year Award 12:15 PM

The Joseph H. Kanter Citizen of the Year Award is named in honor of NCoC's long-time Chairman, Joseph H. Kanter. It aims to recognize the extraordinary contributions of a private citizen in furthering the cause of civic engagement and democratic practice.

- **Presenter: Senator Bob Graham**
- **Recipient: Robert D. Putnam**, Malkin Professor of Public Policy, Harvard University

Keynote Address 12:30 PM

How Did We Get Here? Social Change in America, 1900 – 2020

- **Robert D. Putnam**, Malkin Professor of Public Policy, Harvard University

By a 3:1 margin Americans on all parts of the political spectrum today say that our country “is on the wrong track.” This is the worst of times: Deep and accelerating inequality; political polarization; social fragmentation; public and private narcissism; the death of the American Dream. Yet by virtually all material measures, it should be the best of times, for we are healthier, wealthier, and have niftier gadgets than ever. How did we get here? The challenge is not to celebrate a past that we cannot recreate, but to seek lessons from our history to create for the 21st century a new, more diverse, and more encompassing sense of “we.”

Panel Discussion: Exploring what we can do to strengthen civic health and enable equal access to the American Dream 1:15 PM

Building on Robert Putnam's groundbreaking bestsellers, *Bowling Alone: The Collapse and Revival of American Community* and *Our Kids: The American Dream in Crisis*, his forthcoming book will knit these works together, exploring the relationship between trends in civic health and economic inequality over the last century. NCoC is committed to “big citizenship” -- enabling more Americans to engage in the civic lives of their communities and country--and will release its 2017 update to the nation, *Civic Deserts: America's Civic Health Challenge*. One of America's biggest challenges is closing the opportunity or inequality gap. This engaging panel of leaders at the national, state, and local levels will explore what we can do to strengthen civic health and enable equal access to the American Dream.

- **Moderator: John Bridgeland**, CEO, Civic Enterprises, Chair, NCoC National Advisory Committee
- **Panelists: Diane Douglas**, Executive Director, Seattle CityClub; **Valeriano Ramos**, Director of Strategic Alliances and Equity Officer, Everyday Democracy; **Stuart Comstock-Gay**, President and CEO, Delaware Community Foundation, representing Community Foundations Opportunity Network (CFON); **Robert Putnam**, Malkin Professor of Public Policy at Harvard University

Networking Expo 2:30 PM

Challenge to Conference Participants 3:00 PM

Advancing, supporting, and modeling the strategic actions and behaviors that we want to see in ourselves and others. What will it take to repair the civic fabric of our communities, restore the American dream and focus civic learning to support both?

- **Moderator: Keesha Gaskins-Nathan**, Director for the Democratic Practice – United States Program at the Rockefeller Brothers Fund
- **Panelists: Kristen Cambell**, Executive Director, PACE; **Rob Gordon**, President, Be the Change, Inc.

Closing Comments 3:45 PM

- **Garrett Graff**, Chairman, National Conference on Citizenship

2017 American Civic Collaboration Awards 4:00 PM

A presentation and networking reception hosted by Bridge Alliance and Big Tent Nation to present the inaugural “Civvys” awards, honoring and inspiring collaborative work.

2017 SPEAKERS AND FACILITATORS



Thenera Bailey



Cameron Blossom



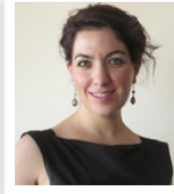
Maya Branch



Tom Branen



John Bridgeland



Rebecca Burgess



Kristen Cambell



Jeff Coates



Stuart Comstock-Gay



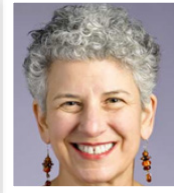
Lattie Coor



Kristin Cotter



Douglas Dobson



Diane Douglas



Philip Duncan



Keesha Gaskins-Nathan



Robert Gordon III



Garrett Graff



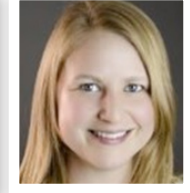
Senator Bob Graham



Linda Harris



Shawn Healy



Aletheia Henry



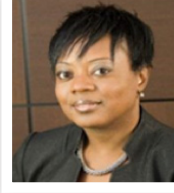
Mary Hyde



Edna Ishayik



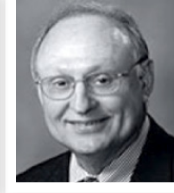
Deidra Lewis-Robertson



Lisa Matthews



Marian Mulkey



William Muse



Decker Ngongang



Sally Prouty



Robert Putnam



Sam Quinones



Valeriano Ramos



Bill Rausch



Verdis Robertson



Gene Rossi



Robert Sainz



Natasha St. Amand



Willair St. Vil



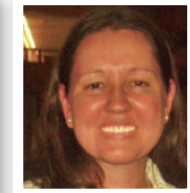
Michael Stout



Adiel Suarez-Murias



Margaret Talbot



Kristi Tate



Julia Tivald



Seth Turner



Michael Weiser



Eli Williamson



National Conference on Citizenship
Connecting People. Strengthening Our Country.

Thank you to all our sponsors, partners, speakers, facilitators, and volunteers for their crucial support!

CONFERENCE SPONSORS

Absent the generous support of our sponsors, this conference would not be possible. Our appreciation goes to...

American Civic Collaboration Awards - Bridge Alliance and Big Tent Nation
The Ronald Reagan Presidential Foundation and Institute
C. Charles Jackson Foundation
Farr, Miller and Washington
KPMG
Lattie and Elva Coor
Philip Duncan
Garrett Graff
Gail Leftwich Kitch
Michael Weiser and Julie Greiner Weiser

CONFERENCE PARTNERS

AASCU's American Democracy Project
ALL IN Campus Democracy Challenge
America's Service Commissions
Ask Big Questions
Aspen Institute: Forum For Community Solutions
Campaign for the Civic Mission of Schools
Campus Vote Project
Cities of Service
Civic Nation
Congressional Management Foundation
The Constitutional Sources Project (ConSource)
Corporation for National & Community Service
The Corps Network
David Mathews Center for Civic Life
The Democracy Commitment
Federation of State Humanities Councils
Got Your 6
Impact Hub DC
NASPA LEAD Initiative
National Issues Forums Institute
Opportunity Nation
Points of Light
Public Allies
Service Year Alliance
The SISGI Group
Students Learn Students Vote Coalition
Tufts University's Tisch College of Civic Life
YouthBuild USA and Opportunity Youth United

Exploring Civic Learning as a Pathway to Equity and Opportunity was developed in partnership with Philanthropy for Active Civic Engagement (PACE) and its Executive Director, Kristen Cambell. NCoC expresses sincere appreciation to PACE members, staff, and Amber Cruz Mohring for their exceptional support of this conference.

CONFERENCE PUBLICATIONS

Civic Deserts: America's Civic Health Challenge is a new publication by NCoC, Civic Enterprises, and CIRCLE at Tufts University Tisch College of Civic Life, authored by Matthew N. Atwell, John Bridgeland, and Peter Levine. NCoC expresses sincere appreciation to the authors and to others who contributed their time and energy to making this report a reality. Special appreciation to Shawn Healy of the McCormick Foundation, and Ray Chambers and Suzanne Spero of the MCJ Amelior Foundation for their generous support of this effort.

Civic Renewal International: From Our Seats to the Streets was written by NCoC Intern Owen Ortolani, Juris Doctor/M.B.A. candidate at the University of New York, following a multi-day visit to Shreveport, LA. NCoC expresses appreciation to Mack McCarter, founder of Community Renewal International, and his team for hosting Owen and sharing their experiences. Most importantly, we recognize the thousands of CRI volunteers who are committed to "connecting caring people - changing lives, revitalizing communities, transforming the world."



2017 Annual Conference on Citizenship Sponsors

Lattie and Elva Coor
Philip Duncan
Garrett Graff
Gail Leftwich Kitch
Michael Weiser and
Julie Greiner Weiser



Thank you to NCoC's Board of Directors

Garrett Graff (Chair)
Michael Weiser (Chair Emeritus)
Barry Byrd
Dr. Lattie Coor
Phil Duncan

Paula Ellis
Eric Federing, AM
Hon. Bob Graham
Gail Leftwich Kitch

A.G. Newmyer
Craig Turk
Erica Williams